

Executive Brief: Restoring Customer Experience Performance

A company experiencing a sharp decline in customer satisfaction—from the upper 90th percentile to 68 percent—engaged leadership advisory support to identify the root causes and restore service performance.

Evaluation revealed that the decline was driven primarily by internal organizational factors, including workforce strain, staffing shortages, and reduced employee engagement as leadership focus shifted heavily toward financial efficiency.

A structured response included workforce rightsizing, leadership engagement with frontline staff, service values training, and the introduction of a “Plus One” staffing philosophy for each customer campaign.

Within six months, customer satisfaction increased to 85 percent while employee turnover improved and overall profitability remained stable.

The experience reinforced several key leadership principles:

- Customer experience begins with employee experience
- Workforce capacity must align with service commitments
- Leadership engagement directly impacts service culture
- Proactive staffing strategies stabilize service delivery

Organizations seeking to restore or strengthen customer satisfaction should begin by evaluating the alignment between leadership priorities, workforce capacity, and service culture.

Author

Mike Linville is a technology entrepreneur and advisor with more than 30 years of leadership experience in building and operating service-driven organizations. He is best known for founding and growing a healthcare technology services company that achieved a **97.5% customer satisfaction rating**, the highest score ever awarded by the KLAS research organization at the time. Throughout his career, Mike has focused on helping organizations align leadership priorities, employee engagement, and operational discipline to deliver exceptional customer outcomes. His work centers on practical leadership frameworks that strengthen company culture while improving measurable service performance. In addition to his work in business advisory and leadership development, Mike is also a commercial pilot and entrepreneur involved in aviation training and operations. His perspective blends real-world operational experience with a strong commitment to principled leadership and long-term organizational health.